#LIVEfrommydesk: LIVE at #ANC19

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Professional Standards Code

• This session provides four (1) CEUs
  • Presentation Title: #LIVEfrommydesk: LIVE at #ANC19
  • Presentation Key Area: Communications & Marketing
  • Professional Standards Code: 4120
Let’s Get Social at #ANC19

**Twitter**

@StefanieDoveRDN  
@aavenezia  
@SchoolLunch

**Instagram**

@StefanieDove  
@aveneziasns  
@LiveFromMyDesk
Speakers
Speakers

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Loudoun County Public Schools, VA
Coordinator of Marketing & Community Outreach

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Affiliation Disclosures

Advisory Panel
– School Nutrition Association NextGen Task Force

Spokesperson
– American Dairy Association North East

Member
– Academy of Nutrition & Dietetics
– School Nutrition Association

Executive Committee Member
– School Nutrition Services Dietetics Practice Group, Chair-Elect
– Member Services Advisory Committee Member, Academy of Nutrition and Dietetics
Affiliation Disclosures

Advisory Panel
– School Nutrition Association NextGen Task Force

Advisory Board Member
– Institute of Child Nutrition

Member
– K12 Alliance Network
– United Fresh Produce Association
– School Nutrition Association

Consultant
– Food 4 Schools
– Venducation
How Did We Start?
Learn From Our Mistakes
What is Facebook LIVE?
Facebook LIVE

• Provides an instant, real-time source of content for viewers.
• You can produce unique content the second you start a stream
• It’s a Cost-Effective Video Strategy
• Better Connect With Your Audience Directly
• Drives More Traffic to Your Facebook Pages
Twitter LIVE

- **Where** is your audience?
- Utilize searchable **Hashtags** to extend your reach
- **Engage** with relevant groups, associations, companies, etc.
- Drives More **Traffic** to Your Twitter Pages
- **Cannot** download MP4 file
How to Get Started

1. Select “Live Video”
2. Create an attention-grabbing caption.
3. Get in position and hit “Go Live.”
4. Hit “Finish” when you want to end your session.
5. Post
Let’s Do This!
Essential Equipment

- Smartphone
- Headphones
- Tripod or stable surface
- Laptop or tablet for editing
- Yourself!
Tricks to Maximizing Results

- Notify fans you are broadcasting ahead of time.
- Go LIVE when you have a strong connection.
- Ask viewers to subscribe to LIVE notifications.
- Aim to make broadcasts at least four minutes but no more than twenty.
- Post video has premiere or host a watch party.
Tips for Success

• Face a window!
• Film horizontally.
• If both parties are not using the same device (iPhone vs. Android), headphones are required.
• Create practice videos.
• Embrace the small mistakes.
• Engage with your audience!
Using LIVE Video to Market Your Program
Telling Your Story

1. If you don’t, someone else will.
2. Use it to educate.
3. Stop the rumors.
4. Promote partnerships.
5. Share the faces behind the trays.
Understanding Your WHY

KNOW your audience.
Express HOW you help your audience.
Be CONCISE.
Focus on your WHY.
ELEVATOR pitches are an impactful way to tell YOUR story!
Focus on the WHY, not the WHAT.
What To Share?

1. Events and Promotions
2. Behind-the-Scenes
3. Nutrition Education
4. Parent Information
5. Program Information
Developing a Plan

Start with your goals.
Decide how you want your program to be known.
Develop strategies to achieve your goals.
Determine who you need to enlist to help you support your goals.
Engage with program customers.
Evaluate This Session

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Thank You!